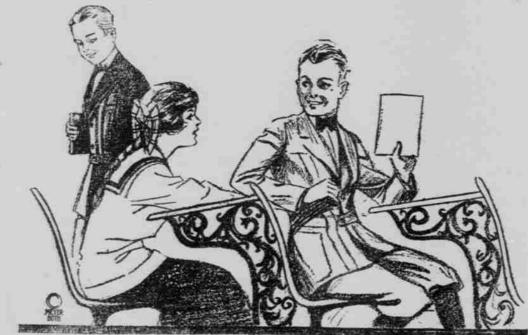
14TH YEAR.

EL PASO, TEXAS, SATURDAY, AUGUST 19, 1916.

EL PASO'S MOST PROGRESSIVE STORE.

# Our Half School Preparation Week Begins Here Monday Morning



RAIN CAPES-For girls 6 to 14

years. Black and white sheperd checks; also Cardinal, Copen, blue, etc. Made with hoods attached.

NEW DRESS SHIRTS-For misses

and junior girls—sizes 8 to 16 years. Fashioned of all wood Shephard

Checks, "Popular \$4.95

SERGE SKIRTS—For girls. Full plaited and regulation styles. Made

from all wool storm serge. Sizes for girls of 4 to 16 years. Prices

range \$4.95, \$3.95 \$2.95

KIMONOS-For girls of 2 to 16 years. Made from novelty Jap Crope.

The better ones are of silk, in novel-ty and conventional designs that are

beautiful. Prices start at \$4.95, and

GIRLS' CÔATS FOR SCHOOL WEAR

—And all other Fall and Winter
wear. We have the largest line of

coats for children and girls it has

ever been our pleasure to exhibit at this early Fall showing. They are

fashioned of finest Zebelines, Worma-bo Chinchillas, Moires and Plain

Plush, Imitation Furs and Caracul.

The styles are chic, and moderately priced, beginning at \$20, and rang-

COAT SWEATERS FOR GRELS-

Sizes 6 to 14 years. Showing a new style with belt, in rose, Copen, Navy,

Emerald, Cardinal and Oxford, "Pop

HATS FOR LITTLE GIRLS-2 to 8

years of age. New styles in silk

faille, velours, satin and silk, beauti-

fully trimmed, they show that they have been selected with the idea of

pleasing both mother and child. Prices range from \$9.50 cach. down by

USEFUL WEARABLES FOR GIRLS

-Of 2 to 16 years. Read the list over

"Perfection Waists," each 25c and 50c

"H. & W. Waists," each 25c and 50c

White or Black Sateen Bloomers 50c

Gumnasium Bloomers ...... 950

Muslin Knickerbockers . . 25c and 50c

Muslin Petticouts ..... 50c to \$1.00

Muslin Gowns ......... 50c to \$1.00

Princess Slips ............ 50c to \$4.50

Wool Serge Bloomers .. \$1.00 to \$2.50

Skirt on Waists ..... 95c to \$1.45

Bath Robes ......\$1.50 to \$5.95

Girls' Pajamas ......\$1.00 to \$3.50 Shirt Waist and Blouses \$1.00 to 4.95

Dr. Denton's Sleeping Garments

ing downward

ular Special,"

easy stages.

at each,

95c

\$5.00

\$5.50

\$1.00

.. 50c to \$1.25

TACATION time is almost over. Just about two weeks more, and the throngs of happy children will be wending their way schoolwards, ready and eager to begin anew the search for knowledge.

Each year prior to the opening of the schools we devote one week to fitting out the little folks with the needed clothes. Of course, every mother's desire is to see her little girl or boy dressed as neatly as her neighbors; and this event offers a splendid opportunity to accomplish this at small expense.

THAT is needed to complete the outfit? A dress or two for the little girl? A new suit or trousers or blouses for the boy? A dress, coat or hat for the miss? Our preparations have included all these and scores of other things, all lowly priced and all fully up to "The Popular's" standard of quality. When shopping, please bear in mind that this is the only store in El Paso where your child can be completely outfitted from head to foot. We'll expect you here next week. Bring the little ones with you and outfit them for school

#### What Do Girls Need? -- Matters Not What It Is, We Can Supply It!

T'S easy nowadays to fix up the little or big girls for school with the pretty style garments you can buy ready-to-wear. The values we are offering are unusually good-so good that you can't afford to make the dresses. Not only do we offer you dresses, suits, coats and hats at decidedly low prices, but everything else the girl needs for school.

Special,

GIRLS' WASH DRESSES-Made of Linen, French Gingham, imported Jap Crepe, Pique and Madras. Styles that are sure to please. Prices start at \$10.50, and range down-" ward to \$4.95, \$2.95 \$3.95 and

SCHOOL DRESSES FOR SCHOOL GIRLS-Four separate lots, and hundreds of pretty tailored styles from which to select. They are made of Gingham, Madras, Crepe, Percale and fine Chambrays, in plaids, stripes, solid colors; some in combinations. Prices are \$2.45, \$1.95, \$1.45,

GIRLS' WOOLEN DRESSES-In sizes 6 to 14 years. Made of fine French and Storm Serge. Some have silk or linen guimps; others trimmed with plain or plaid silks. School Preparation Week, choice at \$3.95, \$2.95

GIRLS' WOOLEN DRESSES-We take great pride in offering this remarkable line of practical dresses for girls, in sizes 6 to 14 years, and feel sure that they cannot be duplicated in any store in the Southwest at the price. They are made of fine French and Storm Serges and Wool Challies, and are very special \$5.00 values, at each,

SILK AND WOOLEN DRESSES-For girls of 6 to 14 years. Showing the new petal effect waist and coat Teffects, in flared styles. There are many beautiful tailored models ineluded. Prices start at \$25.00 and go down by easy \$7.50 stages, to

TAILORED SUITS-From the leading style makers of America. Ma-terials include all wool serges, poplins, mixtures, etc. Sizes for the miss junior girl. Suits at \$15 \$22.50 \$19.50 and

GIRLS' MIDDY BLOUSES-Sizes 4 to 16 years. Made in the new shades of rose, green and blue; solid colors or white, trimmed with colors or stripes. There are many new features that make these middys special, rat \$1.95, \$1.45, 95c

RAIN COATS For girls of 4 to 16 years. This season we are showing the largest assortment, in more difefferent materials than we have ever attempted before. Prices start at \$15, and range

# Footwear

THIS week in our Juvenile Shoe Store we feature misses' and children's School Footwear. Our Juvenile Shoe Shop is a store in it-self. Here you will find footwear of every description, for the young folks, at prices that will reach every purse. These shoes are made by some of the best manufacturers in this country, and every pair is sold under "The Popular's" guarantee of satisfactory wear, or a new pair, E. C. SCUFFER'S SCHOOL SHOES

The Juvenile

-Made of the best grade of Elk-skin, with Elkhide soles. The kind that gives both comfort and wear. None better for school days. Button or lace styles. Children's sizes, 51-8 to 8, at a

pair .. ..... Children's sizes, 81-2 to 11, at a pair ..... \$2.25 Misses' sizes, 111-2 to 2, at a pair, \$2.50 ELKSKIN GYM-NASIUM SHOES -Light, flexible Elk-hide soles; laced to the toe. Misses' sizes, 111-2

to 2, at a pair, \$3.00 Grown girls' sizes, 21-2 to 6, at a pair ......\$3.50 M A R Y J A N E PUMPS—For misses and children. Patent leather. Children's sizes, 5

to 8, at a pair, \$1.45 Children's sizes, 81-2 to 11, at a pair .....\$1.65 Children's Sizes, 111-2 to 2, at :

pair ..... \$1,95 LITTLE BOYS' BUT-TON SCHOOL SHOES -Made of gun metal calf; good serviceable soles. Sizes 9 to 13 1-2, at \$2

GROWING GIRLS' SCHOOL SHOES -In hutton or lace styles; 71-2 inch tops; vici kid with heavy extension soles. Sizes 21-2 to 7. A special line, at

\$2.50 NOTE-We want to call your particular attention to our general line of Misses' and Children's Footwear, in all leathers, all sizes, and a ger erous selection of styles from which choose. Priced according to size,

\$1 to \$6 -(First Floor)

#### School Girls' Daily Needs

CHILDEN'S "CADET" HOSE-For boys and girls. The scientific stocking. Shown in three weights, light, medium or heavy. Here in black. white or tan.

A pair, at CHILDEN'S MERCERIZED LISLE HOSE-In black or white. Full range of sizes. Extra 190

CHILDREN'S THREE - IN - ONE UNIONS-Low neck, no sleeves, knee length. Sizes from 2 to 14 years. Special, 39c a suit, at CHILDREN'S SCHOOL HAND-KERCHIEFS-Made of cambric &

Shamrock lawn; in all white, or with

colored borders; hemstitched or shell

edge. Extra 6 for 25c special, at RIBBONS-"Phoenix" taffeta hair bow ribbons, in black, white and the most wanted plain shades. Extra special, a yard, at 19c MISSES GLOVES-One and

two clasp styles, in Kid, Cape and Mochoa. Priced at the pair, \$1.00 - (First Floor) Across the Street in Our Men's Store.

#### parison that this is the time and the store to purchase school dress ma-27 inch plaid, striped and checked

Serviceable

Wash Goods

THE stock was never more com-

plete or values greater than we v offer. You will find by com-

ginghams 27 and 32 inch, striped and checks brays 30 inch Kiddle cloth 32 inch Zephyr ginghams . 30 inch Devonshire cloth . .

## Another Compliment The Popular

now offer.

N competition with other stores "The Popular" was selected as the official store to supply the costumes for the "Pageant of Civilization," to be given by the El Paso High School, October 12th to 14th. We consider this a high compliment, and it is only another demonstration of "The Popular's" popularity and its power to undersell.

> 36 inch light or dark percale. 12 1-2c You may suit your fancy in the above fabries, for we have them in all colors, stripes, checks, plaids, colors and two tone effects. Buy

JAPANESE FAST COLORED DRESS CREPE-32 inches wide. Sports stripes in all colors; plain to match stripes. This fabric will make pretty Middy Suits. ward, at

NOVELTY SHEER WHITE GOODS -38 and 40 inches wide. Suitable for shirt waists or dresses. Dainty weaves that are durable and The yard.

LARGE SELECTION OF ALL WHITE FABRICS - For Mildy Blouses and Skirts. All moderately priced, us follows:

Linens, at a yard . ... 25c to 75c Piques, at a yard Gabardines, a yard .... 25c to 75c Oxfords à Basket Weaves 25c to 50c Reps & Poplins, yard. 25c to 50c -(Third Floor)

### Rul'rsFree

TO every boy and girl en-ing our children's departments on the Fourth Floor, we will give free of charge, while the 1000 lasts, a brass bound regulation school ruler. These are not rulers made for advertising purposes, but are the same as you'd purchase at any book store.

DEY GOODS COM

#### Silk @ Wool Materials

WE have arranged for School VV Preparation Week, a special line of new Fall Silks and Woolens, such as are most popular and prac-tical for the misses' school frock, skirt or coat. The prices we have made for this occasion are most attractive. We urge mothers to take advantage of our special offerings, and outfit the "kiddies" for school. WOOLEN DRESS GOODS-All wool Storm Serge, French Serge, Granite Cloth, Nunsveiling and Albatross; shown in all wanted shades for Fall, Shepherd Checks, Stripes, Plaids and many other novel weaves. Over one hundred pieces of these beautiful dress fabrics from which to select. 59c A ward.

54 INCH SHEP-HERD CHECKED SUITINGS-A splendid h e a v y weight, shown in small, medium or large checks, Extra special, a 95c ALL WOOL CHAL-

LIES - Over one hundred beautiful new designs of all wool, fast color challies, shown in stripes, dots, plaids, checks, floral and figured designs. Light or dark colorings. Positively one of the most practical tabrics for school wear. See these beautiful new challies worth 75c a yard. 59c

STORM SERGES -We offer an unusual quality of all wool, fast color storm serge in the new and wanted shades for Fall — taupe, slate, tobacco and African brown, wisteria plum, Copen, delf, navy blue, olive and bottle green, wine and black, Shown in two widths-50 inch at \$1.19 a yard, and

the 44 inch special, at the yard, only SILVERBLOOM-The new sport fabric that you have heard so much about for skirts, suits, dresses and coats. We show it in twenty five dif-ferent styles. Ask to see 95c Silverbloom, A gard, at Silverbloom, A yard, at PLAID AND STRIPED TAFFETAS AND SATINS Shown in a large assortment of beautiful color combinations, suitable to combine with serge, gabardine, and other 95c -(Third Floor)

#### School Girls **NeedCorsets**

ET Mme. Tobias, or one of our other expert Corsetieres, fit your daughter in her first Corset. We take special pains in selecting Corsets for the growing girls. This expert fitting service is FREE.

We are well prepared to corset the youthful figures with such well known lines as "American Girl," "American Lady," "Gossard Lace Front," and "Sheathlyne" and 'H & W. Waists. Prices range 50c, \$1.00, \$1.25, \$1.50 and \$2.00.

> BRASSIERES - A complete line, in serviceable makes, that should be worn by girls who are inclined to be stout. We show them in linene, embroidery and washable silk, prettily lace trimmed. Priced at 50c to \$5.00. -(Fourth Floor)

### Boys' School Clothes At Last Year's Prices In Spite Of The Advance

S PECIAL values in Boys' Apparel, at prices as low as those of a year ago. in spite of the fact that all lines have advanced. Manufacturers are advising us to ask more for our goods, because we are compelled to pay more. A perusal of the items below should convince you that we are using our best efforts to give even better values than ever before.

BOYS' SCHOOL SUITS-In new Fall Norfolk models, with three piece helts, patch pockets and newest pleatings. Knickers are fully lined, peg top styles, with watch pockets, Suits are made of hand twisted, durable cassimeres, and neat grey, brown, or tan mixtures. Sizes 6 to 17 years. "Popular special," \$5.00

SERGE NORFOLK SUITS-A special, all wool, navy serge Norfolk suit in the latest Fall model. Full lined Knicker trousers. Sizes 5 to 18 years. An exceptional value, priced \$5.50

event, at

BOYS' TWO PANTS NORFOLK SUITS-This hundsome Fall model of double twisted cassimere, comes in grey, tan or brown weaves, and is beautifully finished as well as durably finished. Shown with two pair lined Knickers. Sizes 7 to 17 years. "Popular special," at a suit, \$5.50 AN IVAN FRANK SUIT SPECIAL

Hand tailored, silk sewed; beau-Hand tailored, silk sewed; beau-tiful models and colorings; Norfolk-styles. Priced at about \$3,00 less than regularly possible. Only 75 suits, so come early. Suits with two pair Knickers, at \$8,95; suits with one pair Knickers, \$7.45

BOYS' CORDUROY KNICKERS-Made of heavy dark brown corduroy, with large double seat. The extra seat is sewed inside to give a button bottoms. Sizes 6 to 18 years. a pair,

BOYS' KNICKERBOCKER TROUS-ERS-All wool quality; full lined. Made peg top style. Durably woven. Browns, tans, blues and greys, in mixtures. These are roomy cut, like suit trousers, and are absolutely all wool. Sizes 7 to 18 years. "Pop lar special," \$1.59 a pair, at

BOYS' LINED KNICKERBOCKERS -In mixed greys or browns. Well made and roomy cut, for school wear. \$1.00

BOYS' BLOUSES—Soft collar at-tached, "Buster Brown" styles. Sizes 50c 3 to 8 years. Each, at \$1.00, and THE NEW FALL BLOUSES-For boys, are here. We have not advanced prices—we have not reduced the quality. We offer soft collar attached garments, in light or dark grounds, in stripes or figures; solid colors, including black sateen, white soisette or white madras chambray in light or dark blue, tan, grey, and light or dark khaki. Made in the tapeless style. Colors are guaranteed. Sizes 4 to 16 years. "Popular special," 50c 50c

BOYS' SOFT COTTON HANDER-CHIEFS-In boys' sizes, (between women's and men's sizes). Shown in white only. 50c Each, at

BOYS' "TAPELESS" BLOUSES-Including light or medium dark stripes and solid tans, cream or white, in fine madras or soisette. They have French cuffs, "Popular special,"

BOYS SHIRTS—For the larger boys of 12 to 18 years. Neck sizes 12:1-2 to 14. Made of good chambray, in solid colors or in stripes; also light shades of percale. Soft collar attached styles. 50c Each, at

DRESSY SHIRTS FOR BOYS-Made with soft collar and French cuffs attached, or neckband style, with soft cuffs. Fashioned of madras or soisette, in fast colors. Sizes 121-2 to 14.

"SAMSON'S SUSPENDER WAISTS" -We are sole agents in El Paso for these skeleton waists with supporters attached. They have steel buttons that cannot come off in one year's wear. Priced 75c

BOYS' GOLF CAPS With large bill, and stitched back. Shown in the new plaids, checks and mixtures. Best woolen materials. Lined or unlined. Sizes 63-4 to 71-8. Each, at 50c BOYS' GOLF CAPS-Good mixture

patterns. A special lot in all sizes, for school wear. Choice, at THE NEW FALL HATS FOR BOYS -School or Dress styles, New shapes and materials. A handsome assort-

ment. Prices start at \$3.00, and range downward 50c SPECIAL VALUES IN BOYS'

SWEATERS-Made with shawl collar; half wool worsted weave; two pockets, Shown in grey, brown, navy or red. Sizes 6 to 15 years, "Popular \$1.50 special," (Better Sweaters Up to \$6.00).

BOYS' UNDERWEAR - Wool or cotsuits and separate garments. Priced at \$2.00 a suit and range 50c BOYS' OVERCOATS AND MACKI-NAWS In all the newest styles and fabrics. Prices start at \$12.50, and range downward \$5.00

FURNISHING GOODS - Complete lines for the boy. Space would not permit us to mention them here, but we can save you money on your boys' furnishing goods to wear during the coming school season.

- (Fourth Floor)



## Guimpe at ......50c to \$2.50 —(Fourth Floor) We Are Ready In The ,Boys'ShoeDepartment

pair

SCHOOL Preparation Week finds us fully prepared in the Boys' Shoe Section, in fact we have prepared ourselves ahead of time for this most important event, and special care has been used in the selection of the lasts and quality of materials used in the construction of our Boys Shoes. The lasts are especially suited to growing feet and the leathers used are the very best in their grades, which insures comfort and service. Leathers are gun metal, velour, box calf, tan Russia, Pearl Brown and Black Elkskin.

FOR SCHOOL WEAR WE MEN-TION the following:

Boys' Gun Metal and box calf shoes

in button and lace styles, at a pair, \$2, \$2.50 & \$3.00. Boys' Gun Metal and velour calf shoes, in button and lace styles, at a pair, \$2.50, \$3.00 & \$3.50.

Boys' Pearl Brown and Black Elkskin shoes, in laced styles, at a pair, \$2.50 & \$3.00.

EXTRA SPECIAL FOR SCHOOL PREPARATION WEEK-We offer Boys' Goodyear welt Oxfords, in tan calf, gun metal or patent calf. This includes all broken lots from regular stock. Values up to \$3.00. Just the thing for your boy to start the school term in. Extra special, at the \$1.85